Finding Your Story and Testing Policy Solutions

Note that some of the answers below will change following updates to the retailer list in the Mapper.

1. What three policies to limit the location, density, or type of retailer that can be tested using the "Policy Tester" tab of the Store Mapper?
1. ____Limit retailers within a certain distance of youth-serving venues
2. ____Restrict tobacco retailers that are also pharmacies
3. ____Restrict tobacco retailers within 500' of another retailer

2. What is another "green light" policy strategy you could explore to change access to tobacco at the point of sale?
Refer to pages 28-29 of the "Point-of-Sale Strategies" handout for some ideas. Examples include increasing the cost of tobacco products through non-tax approaches by prohibiting price discounting or restricting product placement by prohibiting self-service access to non-cigarette tobacco products.

For this activity, please complete the following steps in the Mapper:
1. Navigate to www.countertools.org/iamapping
2. Click the "Get a report" button
3. Select the "Area of Interest Report" section
4. Select "Retailers and Density" from the "Select a Report Type" dropdown
5. Select "City and Town Boundaries" from the first "Select the area to report" dropdown
6. Select "Iowa City" from the next dropdown
7. Select "Entire state" from the dropdown under "Select the second area for comparison"
8. Leave the two boxes checked
9. Click "Generate Report"
10. Repeat steps 4-9 two more times, changing "Retailers and Density" to "Policy, Within 500' of Another" and "Policy, Near Schools and/or Parks"

Focus on a geographic area.
You represent a neighborhood advocacy group in Iowa City. Let's look for a story there.

Investigate spatial trends.
How many retailers are in Iowa City?
_____59

Finding Your Story and Testing Policy Solutions

This information can be found on the first page in any report.
Look in the "Retailers and Density" report for the row "Number of Retailers."
Look in the "Retailers Near Schools and/or Parks" or "Retailers within 500 Feet of Another" report for the row "Total Retailers."

Is the density of retailers lower or higher than the state overall?
_____Lower_____
On the "Retailer & Density Report," look for the row "Number of Retailers per 1,000 Population" and compare the "Iowa City" column (0.9) to the "Entire State" column (1.1).

Note demographic changes.

The neighborhood where our advocacy organization is located has a high population of households with children and with lower incomes. Look at the reports and describe the trends in tobacco retailer density by age and income. Is there a strong relationship between density and these demographics?

_____There is not a strong linear relationship between these demographics and retailer density. The highest densities of retailers are in the lowest and highest income brackets.

In the "Retailer & Density Report," go to the page labeled with "Retailers Count and Density by Demographic" in a blue bar. Under "Percent Age 0-17" and "Median Household Income," compare the densities in the Retailers Per 1K column."

Demonstrate an actionable solution.

How many and what percentage of all retailers would be impacted by the two types of policy change (retailers near schools/parks and retailers near other retailers)?

Number and percentage of retailers within 1000' of schools and parks:
_____37 (63%)
Number and percentage of retailers within 500' of another:
_____36 (61%)

Based on this information, which of these two policies would have the greatest impact?

Finding Your Story and Testing Policy Solutions

_____Retailers within 1000' of schools and parks
Go to the Retailers Near Schools and/or Parks Report. On the Left hand side, find "Policy Tester: Retailers Near Schools and Parks" and follow across the row for "Within 1000 feet" to find the number of retailers and percentage of the total retailers impacted by the policy.
Number and percentage of retailers within 1000' of schools and parks: 36 (63%)
Go to the "Retailers Within 500' Of Another"
Number and percentage of retailers within 500' of another: 36 (61%)

For the policy that you selected in the last question, compare the impact of the policy across different incomes by comparing retailer density before and after the ban. Would this policy have a greater impact among lower or higher income households?

_____Retailer density by income actually reverses – it is lowest in the lowest income bracket (Q1) and rises to the highest level in the highest income bracket (Q5) (with the exception of Q4, which did not previously have any retailers that could be impacted).

In the "Policy Tester: Retailers near Schools and/or Parks" report, look at the page labeled with "Retailer Density Before & After Banning Retailers Near Schools and Parks" in the blue bar. Find the section at the bottom of the page labeled "Median Household Income." Under "Before Ban" and "After Ban", compare the "Retailers per 1K" columns.